

# ALTA

## **Txema Yeste**

Born in 1972 in Barcelona, Spain, Txema Yeste is a distinguished photographer whose career began in photojournalism. After studying photography in Barcelona and Birmingham, he worked for various English and Spanish Sunday newspaper magazines, which laid the groundwork for his unique artistic vision. Although his transition to fashion photography was unplanned, he quickly embraced the creative opportunities it presented.

Yeste's work is characterized by powerful and sophisticated imagery that reflects his deep passion for photography and a keen desire to capture meaningful moments. He draws inspiration from music, film, art, and his surroundings, employing a bold use of color and surreal compositions. Rather than focusing solely on fashion, he strives to create unexpected images that convey strong personalities and emotions, enriching the visual narrative.

Throughout his illustrious career, Yeste has collaborated with some of the most prestigious luxury brands and high-end magazines, solidifying his status as a leading figure in commercial photography. He masterfully combines commercial success with artistic integrity, creating visual narratives that captivate and inspire global audiences while attracting critical and collector attention.

His personal work challenges conventional boundaries in photography, making him a pivotal figure in contemporary art.

One notable project, "Folk Pride," explores cultural heritage and community narratives through extensive travels across Spain, developing an ethnographic photographic archive that highlights the distinctive features of traditional costumes. This ambitious project seeks to safeguard the rich tapestry of Spanish cultural identity represented through clothing, ensuring that future generations have access to a comprehensive guide of traditional garments that remain alive in collective memory.

Another significant work, "Needles," exemplifies his ability to blend personal expression with technical mastery. It will be exhibited at Alta from February 14 to May 23, 2025.

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In conjunction with the exhibition, a new book published by RM will be unveiled, featuring an insightful introduction by David Company, the esteemed writer, curator, and Creative Director of ICP.

In the following excerpt, Company provides a thoughtful exploration of Yeste's artistic approach:

*"At times, Yeste's needles look more like wire, evoking the work of the sculptor Alexander Calder, who had a very similar sense of play. At other times, the needles suggest the simple line drawings that Picasso and Matisse would make daily. And yes, there's the same gentle, unnameable collaboration between sculpture and photography. Sculpture with an eye for how the camera sees things; photography with an eye for how an object might present itself. Yeste is both sculptor and photographer here, which puts him in a long and rich tradition of artists who have combined the two."*

This series invites viewers to appreciate the hidden beauty in everyday objects while encouraging deeper reflection on their essence and the interplay between light and texture.

Txema Yeste's work has been prominently featured in significant international exhibitions, including "Beyond Fashion," curated by Nathalie Herschdorfer and organized by the Foundation for the Exhibition of Photography (FEP), as well as "Solid Gold," at the Brooklyn Museum until July 6, 2025.

Furthermore, his works are included in the permanent collections of Spanish national institutions such as El Museo del Traje in Madrid and El Museo del Diseño in Barcelona.

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